

CASE STUDY

DECA Games has successfully
Increased total revenue and ARPU
by expanding its non-whale player base
and encouraging repeat purchases.

Game



**DragonVale:
Hatch Dragon Eggs**

Summary

112%

ARPU growth from Month 1 to Month 3 after the game hub launch.

49%

Repeat purchase rate. Purchasing on the game hub is an established habit rather than a one-off behavior.

262%

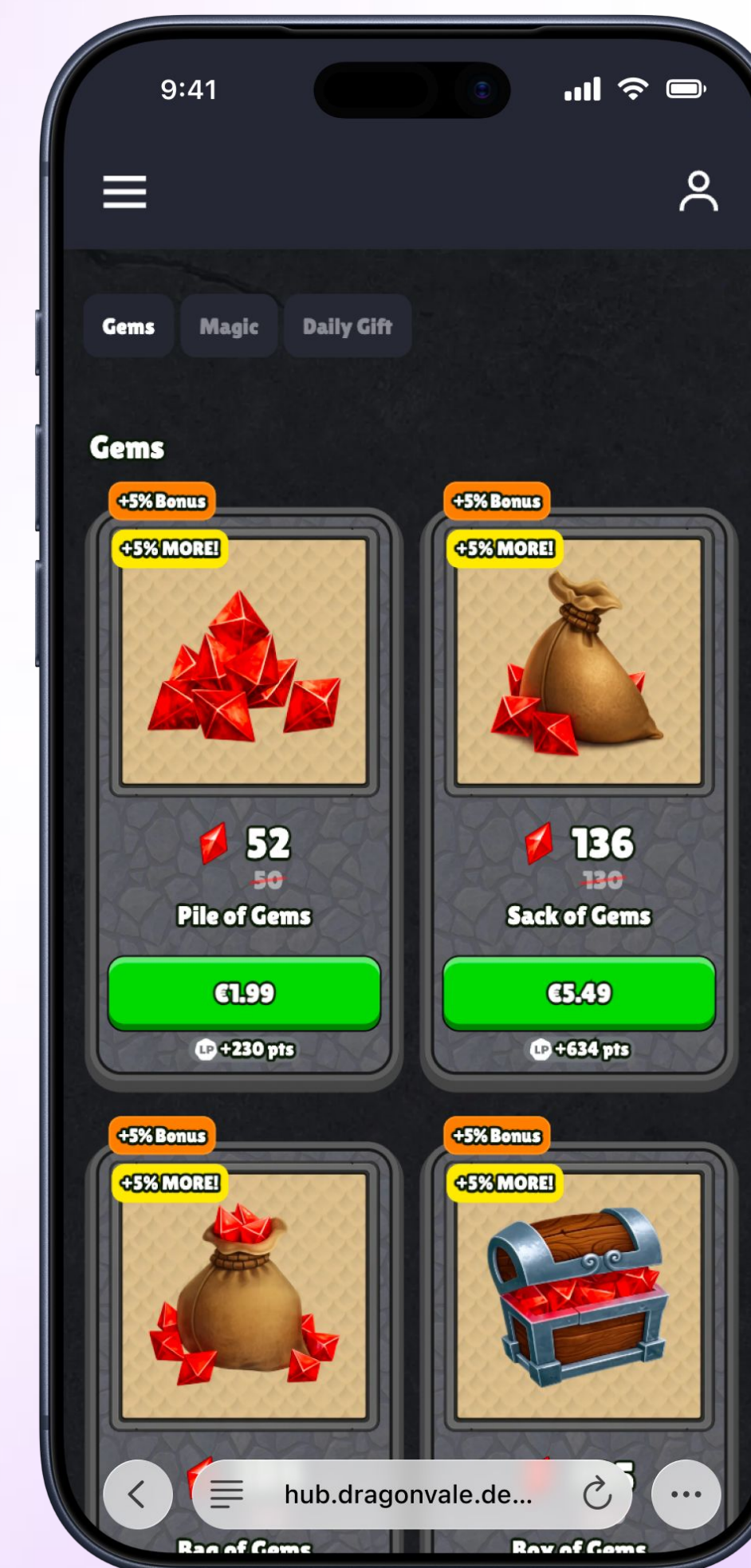
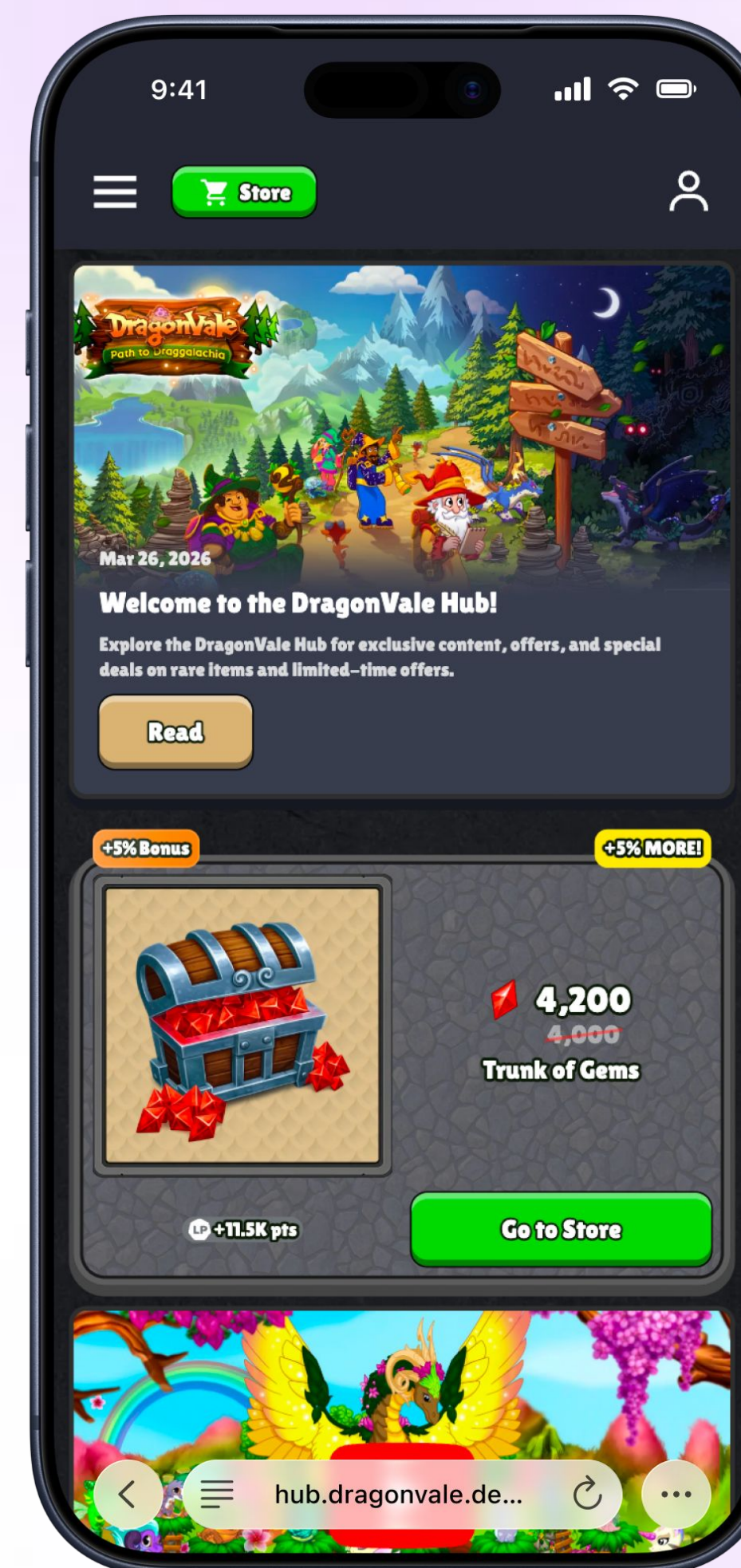
Increase in game hub revenue from returning purchasers; strong adoption among existing players.

93%

Uplift in game hub revenue from Month 1 to Month 3 after launch, with consecutive MoM growth.



DragonVale: Hatch Dragon Eggs
Visit the [DragonVale Hub](https://hub.dragonvale.de)



Introduction

DECA Games, a global games publisher and operator specializing in live operations, is dedicated to giving great games a long and successful life by growing engaged player communities and unlocking their full potential.

Together with Aghanim, DECA Games launched a personalized, globally compliant game hub designed to support engagement, purchasing, and repeat visits.

The result: a high performing DTC ecosystem that gives DECA Games greater control over the player relationship, more flexibility to run liveops campaigns, and a scalable foundation for long term growth.

Challenges



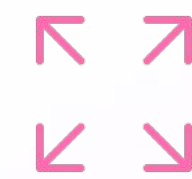
Limited DTC Capabilities

DECA's legacy off-app web store provider offered limited flexibility for engagement, rewards, promotions, and pricing.



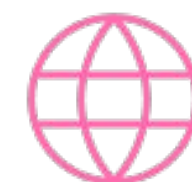
Diversifying & Increasing Monetization

Revenue leaned on shifting spend off-app to cut platform fees, with little room to grow revenue per player.



Low conversion, hard to scale

Limited player conversion and constraints in product capabilities and scalability were holding back further growth.



Global

Target market



US

Biggest market

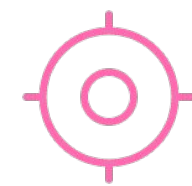
Solution

DragonVale protected its price integrity by replacing standard discounts with bonus-currency offers, increasing perceived player value.



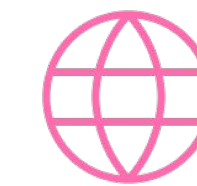
Effective Engagement Features

Game specific loyalty programs encouraged players to purchase off-app.



Targeted Liveops Campaigns

A combination of daily rewards and liveops campaigns improved game hub conversion month over month.



Global MoR Infrastructure

Tax management, FX, fraud protection, and regional payment coverage simplified global compliance.

Product stack

Game Hub Builder

Rapid deployment of game native web experiences

Checkout 2.0

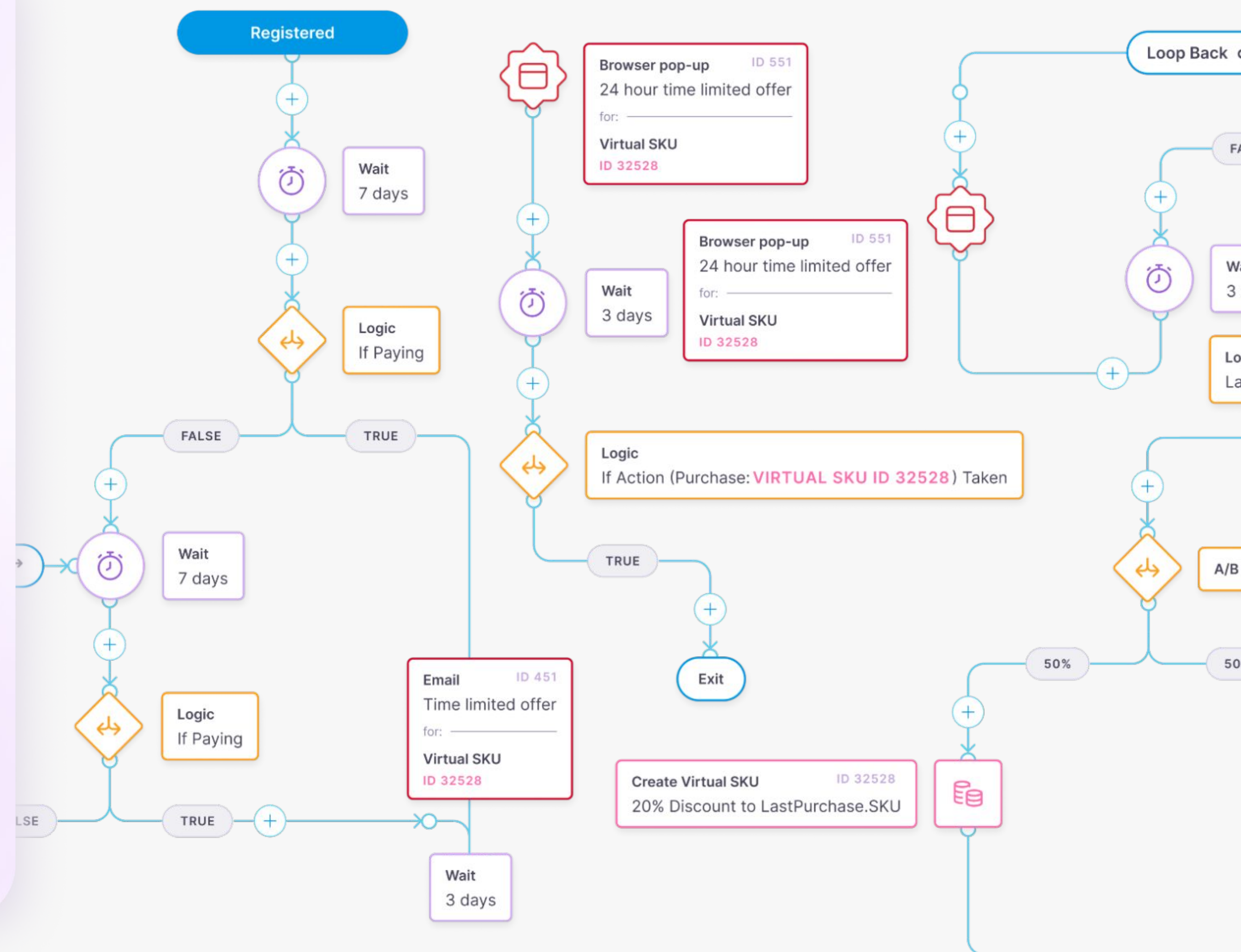
High conversion, low friction payment flows

LiveOps Builder

Continuous testing and optimization of offers and routing

Merchant-of-Record Services

Tax, compliance, and fraud management across all regions



Why Aghanim

What stands out about Aghanim is how much more we can do versus our previous webshop setup. It's a full DTC out of the box stack. Deeper customization and segmentation give us greater control over the player experience, while advanced liveops and engagement tools turn DTC into an actively managed channel rather than a static website. The move into production was seamless, and the customer success support has been outstanding.

Abhay Ramakrishnan,
Product Manager



The Infrastructure for DTC Growth

Get in touch

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